

1. Specify: ☐ agricultural project ☒ individual application
☒ urban project ☐ joint application
2. Proposal title—concise but descriptive: Community Water Education and Training (WET) Project
3. Principal applicant—organization or affiliation: ExPERT, Inc.
4. Contact—name, title: Kourt Williams, Executive Director
5. Mailing address: 17140 S. Avalon Blvd., Suite 320
Carson, CA 90746
6. Telephone: (310) 660-0280
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8. E-mail: expertinc@aol.com
9. Funds requested—dollar amount: \$ 3,600,000 (3 years)
10. Applicant cost share funds pledged—dollar amount: \$ 300,000 (3 years)
11. Duration—(month/year to month/year): 7/01 to 6/04
12. State assembly and Senate districts and Congressional district(s) where the project is to be conducted: Assembly Districts: 51,52,53,55; Senate Districts: 25,27,28;
Congressional Districts: 35,36, 37
13. Location and geographic boundaries of the project: South Central and South Bay Communities of Los Angeles County serviced by Compton, Central Basin MWD, Torrance, and West Basin MWD.

14. Name and signature of official representing applicant. By signing below, the applicant declares the following:

- ☒ the truthfulness of all representations in the proposal
☒ the individual signing the form is authorized to submit the application on behalf of the applicant
☒ the applicant will comply with contract terms and conditions identified in Section 11 of this PSP.

Kourt D. Williams
(printed name of applicant)

Kourt D. Williams
(signature of applicant)

2/13/01
(date)

B. Scope of Work

Relevance and Importance

By the year 2020, the California Department of Finance estimates that the state’s culturally diverse population will increase from 33 million to 49 million. Sixteen million new people, from all ethnic backgrounds, will increase pressure on the state’s water and energy supplies as well as its environmental resources. One resource essential to California’s future is not being put to its most efficient use. The most under-utilized resources in the state are it’s human resources.

To more fully develop human resources locally, to help relieve pressure on water, energy and other environmental resources, and to support economic development, the California Department of Water Resources (DWR), the Metropolitan Water District of Southern California (MWD), several California water agencies, water and energy utilities, businesses, universities, and community groups established the Executive Partnership for Environmental Resources Training (ExPERT). ExPERT is a member of the American Water Works Association (AWWA), the California Urban Water Conservation Council (CUWCC), and is a signatory to the council’s memorandum of understanding regarding Best Management Practices (BMPs).

ExPERT’s mission is:

To coordinate training and education programs in water, energy, natural resources management, and other environmental disciplines; and to facilitate and enhance employment opportunities for a culturally diverse group of people.

The mission of the Water Education and Training (WET) Project is:

To increase visibility and enhance community awareness of selected Urban Water Best Management Practices (BMPs) at the “grassroots” community level through the strategic integration of incentive-based project outreach, training, and implementation activities.

By striking a balance between community outreach, capacity building, training, and employment/placement opportunities, ExPERT’s WET Project accelerates the implementation of cost effective actions to conserve and recycle water throughout the State. Strong tangible objectives ensure that project participants are engaged in activities that produce demonstrable results directly linked to CALFED objectives, in general, and to established Urban Water BMPs, in particular.

Based on the model established in our former Southern California Urban Water Management AmeriCorps Program, the WET project is a cost-effective and innovative approach to addressing critical problems at the community level, involving the community at-large in the implementation of collaborative projects that build capacity to achieve sustainability. In addition to these collateral benefits, WET project activities are designed to preserve local flexibility, utilize incentive-based actions, build on existing water use efficiency programs, and provide assurances of high water use efficiency.

Building upon past objectives, the nature, scope, and objectives of the WET project allows us to continue to produce demonstrable results and the desired outcomes in accordance with local, state and national priorities in education and the environment. Through our AmeriCorps program, over 200 individuals provided over 242,000 hours of service and BMP implementation activities. These activities resulted in a savings of over 1800 acre-feet of water per year and a reduction of over 2 million lbs. of landfill in local communities. This program was considered to be one of, if not, the most cost effective and innovative approaches to instilling civic responsibility, mobilizing volunteerism, developing community awareness, and promoting individual and family empowerment. It is expected that the WET program will achieve growth in further developing and implementing a full range of services will allow us to meet or exceed our stated goals and objectives.

Technical/Scientific Merit, Feasibility, Monitoring, and Assessment

The California market for trained technical, professional, and managerial staff in the areas of water resources, energy resources, and environmental protection and management is extremely broad and diverse. A primary by-product of the WET project is the creation of a pool of technically skilled, competent, and conscientious individuals equipped to enter careers in resources management fields. This represents one of the most cost effective ways of reducing residential water consumption, developing community awareness, and reducing impacts on water, energy, and wastewater discharge. It is expected that, as a result of this WUE/ExPERT partnership, together with our continued growth in further developing and implementing a full range of services, the WET project will serve to establish and maintain community capacity well beyond this 3-year project cycle.

The WET project is designed to address all critical areas from program set-up through training, service delivery, and service-learning. Our implementation plan addresses site supervisor training, participant recruitment & selection, participant training, team building, leadership development, and evaluation & monitoring. In addition to project specific training, life skills training is also included (i.e. CPR, conflict resolution, communications, customer service, etc.). Our recruitment & selection process is clearly defined and documented spanning a thirty to forty-five day period. Selection

criteria and interview procedures are established to ensure that we achieve a representative pool of members which is reflective of the diversity (i.e. ages, abilities, and backgrounds) of the local community.

Continuous evaluation is maintained on both an internal and external basis. Project results/effects are documented, reported to, monitored and assessed by the Partnership’s Board of Directors and Community Advisory Committee, respectively. Monthly and quarterly project reviews will be conducted to evaluate all technical and programmatic elements of the project. In addition to financial audits and evaluation of progress toward anticipated outcomes, all internal processes will also be evaluated to ensure continuous process improvement. Status reports will be submitted to the WUE program office as required.

The project schedule, illustrated in Table B-1, identifies the proposed activities and associated timing requirements of major tasks, and project deliverables.

C. Outreach, Community Involvement, and Information Transfer

The WET project’s outreach, community involvement, and information transfer objectives promote increased awareness and dialogue which lead to enhanced community capacity. Our strategy has proven to be very successful over the past seven years and will remain as an integral part of our approach over this three-year project cycle. In short, these efforts will be achieved through the implementation of our Community Water Awareness and Public Outreach Campaign.

The first phase of this campaign will span a six-month period beginning in July, 2001. With targeted funding from MWD’s Community Partnering Program, this campaign executes a comprehensive communications plan that includes the development and dissemination of various communications materials. These materials will both inform and engage community discussion of pertinent water quality, water conservation, and water reliability issues at the “grassroots” level. Materials include, but are not limited to, a 12 to 15 minute video, a program brochure, a community newsletter, website enhancement, and newspaper/radio outreach.

Primary channels of delivery/dissemination of campaign material will be achieved through the following BMP implementation activities:

- residential water survey programs (BMP #1)
- residential plumbing retrofits (BMP #2)
- system water audits, leak detection and repair (BMP #3)
- residential ultra low flush replacement programs (BMP #14)

Additionally, through this campaign, we will conduct community information workshops, seminars, forums and roundtables where community members come together to discuss water and energy resource management & environmental related issues, as well as other pertinent issues of importance to the community. Through the WET project, all of these water saving products and related materials are made available to local residents/customers free of charge as a direct community service. Commensurate with ExPERT’s community service goals, our education and training activities are strategically integrated into our programming.

Facilitated by industry practitioners, our education and training activities are not only conducted in the classroom but more often are integrated into direct service activities to include: in-service education and role-playing for business and customer relations skills, community renewal and/or redevelopment, individual and group training in computer operations, and field training with experienced staff.

D. Qualifications of Applicants, Cooperators, and Establishment of Partnerships

By definition, and from its inception, ExPERT is a partnership composed of a network California water agencies, water and energy utilities, businesses, universities, and community groups. This optimizes our ability to ensure that the design of our projects are driven by needs that are identified by the community and created through a process of collaboration.

In addition to major sponsors/donors of ExPERT, over the last several years, primary sustaining partners have included the United States Bureau of Reclamation, MWD, West and Central Basin Municipal Water Districts, Southern California Edison, and the Regional Job Training Center at Compton. In addition, organizations that have assisted in recruitment, selection, and placement, include, but are not limited to, the Los Angeles County Department of Children’s Services, the Los Angeles County Probation Department, the Mother’s of East L.A. Santa Isabel, the Kedren Community Health Center, the Parents of Watts, and the Union Rescue Mission.

The leadership of ExPERT is derived through three (3) components: the Board of Directors, the Community Advisory Committee, and the Executive Staff and Management Team. The Executive Staff and Management Team is spearheaded by ExPERT’s Executive Director, Mr. Kourt D. Williams who is responsible for executing ExPERT’s operational plan and accomplishing our stated mission. He has over twelve years of professional experience and has served as Executive Director since ExPERT’s inception in 1994. In addition to the Executive Director, the WET Project will be directly supported by ExPERT’s Program Manager, Mr. Jeffrey White. ExPERT’s Organizational Structure is illustrated in Figure D-1.

In addition to the managerial and administrative support of Mr. Williams and Mr. White, upon contract award, ExPERT anticipates augmenting its staff with the addition of of a full-time field supervisor and part-time student assistant. The combined qualifications and experience of ExPERT’s executive staff and management team provide an experience base in successfully executing of over fifty (50) community-based projects across several BMPs throughout Northern and Southern California. A history of our BMP implementation activities is shown in Table D-1.

E. Cost and Benefits

The WET project is a cost-effective and innovative approach to addressing critical problems at the community level, involving the community at-large in the implementation of collaborative projects that build capacity to achieve sustainability. In addition to these collateral benefits, WET project activities are designed to preserve local flexibility, utilize incentive-based actions, build on existing water use efficiency programs, and provide assurances of high water use efficiency. A detailed budget summary, breakdown, and justification narrative are provided in Table E-1. A costs and benefits summary, breakdown and assessment is provided in Table E-2.

Table D-1.
ExPERT BMP Implementation Experience

<u>Partner</u>	<u>Location</u>	<u># of Units</u>	<u>Date(s)</u>	<u>BMP #</u>
SCWC	Southwest Los Angeles	846	3/00-6/00	1
SCWC	Southwest Los Angeles	462	3/00-6/00	2
DWR	Rubio Canyon	20+ miles	3/96-5/96	3
DWR	Lincoln Ave. Water Co.	50+ miles	8/97-10/97	3
DWR	City of Monrovia	20+ miles	5/00-8/00	3
SCVWD	Santa Clara Valley	750*	(in-process)	9
Compton	Centennial High	955	10/94	14
MWD	RJTCC Distribution	6545	11/94-9/95	14
CBMWD	City of Norwalk	3078	9/95-10/95	14
CBMWD	Artesia High	866	1/96	14
WBMWD	Hawthorne High	706	3/96	14
WBMWD	Leuzinger High	682	3/96	14
WBMWD	City of Lomita	652	5/96	14
CBMWD	El Rancho High	986	8/96	14
CBMWD	Huntington Park High	992	9/96	14
WBMWD	Carson High	996	10/96	14
WBMWD	Culver City High	849	11/96	14
WBMWD	Carson Parks & Rec.	1000	11/96	14
CBMWD	La Mirada High	500	12/96	14
CBMWD	Downey High	1000	2/97	14
WBMWD	City of Redondo Beach	490	3/97	14
CBMWD	La Habra Heights	232	4/97	14
CBMWD	City of Whittier	1768	5/97	14
CBMWD	Garfield High	1000	7/97	14
WBMWD	West Hollywood	364	9/97	14
WBMWD	Inglewood High	1000	10/97	14
CBMWD	East L.A.	500	4/98	14
WBMWD	Carson	980	4/98	14
Chino MWD	City of Ontario	405	6/98	
	14			
Chino MWD	City of Monte Vista	228	6/98	14
Chino MWD	City of Chino	412	7/98	14
Chino MWD	City of Chino Hills	127	7/98	14
Chino MWD	City of Fontana	710	7/98	14
Chino MWD	City of Cucamonga	816	7/98	14
WBMWD	City of Carson	897	3/99	14
WBMWD	City of Manhattan Beach	290	4/99	14
WBMWD	Palos Verdes	304	4/99	14
WBMWD	City of Lawndale	500	5/99	14
WBMWD	City of Lomita	159	5/99	14
WBMWD	Culver City	242	5/99	14
WBMWD	City of Hawthorne	1000	5/99	14
WBMWD	City of Inglewood	1250	6/99	14
WBMWD	City of Carson	984	2/00	14
WBMWD	City of Hawthorne	1200	3/00	14
WBMWD	City of Inglewood	940	6/00	14
SCWC	Multi-Family Distribution	3024	1/99-7/00	14
ESD	City of San Jose	1339	6/00-9/00	14
WBMWD	West Basin Service Area	2500*	(in-process)	14
TMWD	City of Torrance	5000*	(in-process)	14

* - note: Total number authorized per contract/agreement.

Appendix

- Resumes
- Letters of Commendation